

Our station currently tries to provide programming for a very wide and diverse audience on one frequency, working to see if we can get a little bit of almost everything so we can serve each segment of our population in at least some way. HD Radio will give us increased broadcast quality, but the thing that appeals to use the most is the ability to "multiplex". By being able to use supplementary frequencies, we could provide much greater service to our nearby Native American population. They have already approached us about tailoring 2/3rds of our broadcast schedule to meet their needs...but we have a much greater population of non-native americans to serve, as well. The opportunity to use a supplemental channel(s) would greatly enhance our opportunities to provide more specifically-targeted broadcast service.